THE CLAIMS

1. (Currently Amended) A method for providing an advertisement in a communication channel, the method comprising:

receiving the advertisement for display on a television within a home;

automatically displaying, without user interaction and prior to viewing ~~at least a portion of~~ said received advertisement, a notification of said received advertisement on said television;

scheduling, based on input from a user provided after said displaying of said notification, said received advertisement for viewing on said television within said home; and

displaying media corresponding to at least a portion of said scheduled advertisement on said television based on said scheduling.

2. (Previously Presented) The method according to claim 1, comprising presenting data representative of said received advertisement in an available slot in a channel guide.

3. (Previously Presented) The method according to claim 2, wherein said data representative of said received advertisement is one or more of graphical data, textural data, audio data, and/or video data.

4. (Previously Presented) The method according to claim 1, comprising establishing a user profile indicating at least a particular type of advertisement that is to be received.

5. (Previously Presented) The method according to claim 4, comprising:

determining whether data representative of said particular type of advertisement is within said established profile; and

if said data representative of said particular type of advertisement is within said established profile, receiving said particular type of advertisement.

6. (Previously presented) The method according to claim 1, comprising identifying a gap that exists in a schedule in a channel guide displayed on said television.

7. (Previously Presented) The method according to claim 6, comprising scheduling at least one advertisement for display at a time corresponding to said identified gap.

8. (Previously Presented) The method according to claim 6, comprising granting permission to schedule said at least one advertisement for display within said identified gap.

9. (Previously Presented) The method according to claim 1, comprising offering a reward for scheduling the advertisement for display within a personal advertisement channel displayed on said television.

10. (Previously Presented) The method according to claim 9, wherein said reward comprises one or both of free programming and/or reduced programming cost.

11. (Currently Amended) A machine-readable storage having stored thereon, a computer program having at least one code section for providing an advertisement in a communication network, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

receiving the advertisement for display on a television within a home;

receiving the advertisement for display on a television within a home;

automatically displaying, without user interaction and prior to viewing ~~at least a portion of~~ said received advertisement, a notification of said received advertisement on said television;

scheduling, based on input from a user provided after said displaying of said notification, said received advertisement for viewing on said television within said home; and

displaying media corresponding to at least a portion of said scheduled advertisement on said television based on said scheduling.

12. (Previously Presented) The machine-readable storage according to claim 11, comprising code for presenting data representative of said received advertisement in an available slot in a channel guide.

13. (Previously Presented) The machine-readable storage according to claim 12, wherein said data representative of said received advertisement is one or more of graphical data, textural data, audio data, and/or video data.

14. (Previously Presented) The machine-readable storage according to claim 11, comprising code for establishing a user profile indicating at least a particular type of advertisement that is to be received.

15. (Previously Presented) The machine-readable storage according to claim 14, comprising:

code for determining whether data representative of said particular type of advertisement is within said established profile; and

code for receiving said particular type of advertisement if said data representative of said particular type of advertisement is within said established profile.

16. (Previously Presented) The machine-readable storage according to claim 11, comprising code for identifying a gap that exists in a schedule in a channel guide displayed on said television.

17. (Previously Presented) The machine-readable storage according to claim 16, comprising code for scheduling at least one advertisement for display at a time corresponding to said identified gap.

18. (Previously Presented) The machine-readable storage according to claim 16, comprising code for granting permission to schedule said at least one advertisement for display within said identified gap.

19. (Previously Presented) The machine-readable storage according to claim 11, comprising code for offering a reward for scheduling the advertisement for display within a personal advertisement channel displayed on said television.

20. (Previously Presented) The machine-readable storage according to claim 19, wherein said reward comprises one or both of free programming and/or reduced programming cost.

21. (Currently Amended) A system for providing an advertisement in a communication network, the system comprising:

at least one processor that receives the advertisement for display on a television within a home;

said at least one processor automatically displays, without user interaction and prior to viewing ~~at least a portion of~~ said received advertisement, a notification of said received advertisement on said television;

said at least one processor schedules, based on input from a user provided after said displaying of said notification, said received advertisement for viewing on said television within said home; and

said at least one processor causes media corresponding to at least a portion of said scheduled advertisement to be displayed on said television based on said scheduling.

22. (Previously Presented) The system according to claim 21, wherein said at least one processor presents data representative of said received advertisement in an available slot in a channel guide.

23. (Previously Presented) The system according to claim 22, wherein said data representative of said received advertisement is one or more of graphical data, textural data, audio data, and/or video data.

24. (Previously Presented) The system according to claim 21, wherein said at least one processor establishes a user profile indicating at least a particular type of advertisement that is to be received.

25. (Previously Presented) The system according to claim 24, wherein said at least one processor:

determines whether data representative of said particular type of advertisement is within said established profile; and

receives said particular type of advertisement if said data representative of said particular type of advertisement is within said established profile.

26. (Previously Presented) The system according to claim 21, wherein said at least one processor identifies a gap that exists in a schedule in a channel guide displayed on said television.

27. (Previously Presented) The system according to claim 26, wherein said at least one processor schedules at least one advertisement for display at a time corresponding to said identified gap.

28. (Previously Presented) The system according to claim 26, wherein said at least one processor grants permission to schedule said at least one advertisement for display within said identified gap.

29. (Previously Presented) The system according to claim 21, wherein said at least one processor offers a reward for scheduling the advertisement for display within a personal advertisement channel displayed on said television.

30. (Previously Presented) The system according to claim 29, wherein said reward comprises one or both of free programming and/or reduced programming cost.

31. (Previously Presented) The system according to claim 21, wherein said at least one processor is one or more of a media processing system processor, a media management system processor, a computer processor, media exchange software processor, and/or a media peripheral processor.

32. (Previously Presented) The method according to claim 1, comprising scheduling for display one or more personal media channels on said television.

33. (Previously Presented) The method according to claim 32, comprising authoring said one or more personal media channels by friends and family members of said user.

34. (Previously Presented) The method according to claim 32, comprising scheduling said received advertisement as an advertisement channel in a personal media channel guide.

35. (Previously Presented) The machine-readable storage according to claim 11, comprising code for scheduling for display one or more personal media channels on said television.

36. (Previously Presented) The machine-readable storage according to claim 35, comprising code for authoring said one or more personal media channels by friends and family members of said user.

37. (Previously Presented) The machine-readable storage according to claim 35, comprising code for scheduling said received advertisement as an advertisement channel in a personal media channel guide.

38. (Previously Presented) The system according to claim 21, wherein said at least one processor schedules one or more personal media channels for display on said television.

39. (Previously Presented) The system according to claim 38, wherein said one or more personal media channels are authored by friends and family members of said user.

40. (Previously Presented) The system according to claim 38, wherein said at least one processor schedules said received advertisement as an advertisement channel in a personal media channel guide.